

Substitute Form PTO-1449 (Modified)	U.S. Department of Commerce Patent and Trademark Office	Attorney Docket No. 16113-1130001	Application No. 10/807,264
Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))		Applicant Adam J. Weissman et al.	
		Filing Date March 24, 2004	Group Art Unit 2167

U.S. Patent Documents							
Examiner Initial	Desig. ID	Document Number	Publication Date	Patentee	Class	Subclass	Filing Date If Appropriate
/lsw/	A1	6,026,368	02/15/2000	Brown et al.			07/17/1995
	A2	6,167,382	12/26/2000	Sparks et al.			06/01/1998
	A3	6,401,075	06/04/2002	Mason et al.			02/14/2000
	A4	6,985,882	01/10/2006	Del Sesto			02/05/1999
	A5	5,948,061	09/07/1999	Merriman			10/29/1996
	A6	7,039,599	05/02/2006	Merriman			06/15/1998
	A7	5,740,549	04/14/1998	Reilly et al.			06/12/1995
	A8	5,848,397	12/08/1998	Marsh et al.			04/19/1996
	A9	6,078,914	06/20/2000	Redfern			12/09/1996
	A10	6,144,944	11/07/2000	Kurtzman, II et al.			04/22/1998
	A11	6,044,376	03/28/2000	Kurtzman, II			04/24/1997
	A12	7,136,875	01/14/2006	Anderson et al.			02/26/2003
	A13	95/001,073		Reexamination of Stone et al.			09/30/2004
	A14	95/001,061		Reexamination of Stone et al.			09/03/2002
	A15	95/001,069		Reexamination of Dean et al.			07/11/2002
	A16	95/001,068		Reexamination of Stone et al.			12/07/2002

Foreign Patent Documents or Published Foreign Patent Applications								
Examiner Initial	Desig. ID	Document Number	Publication Date	Country or Patent Office	Class	Subclass	Translation	
							Yes	No
/lsw/	B1	WO 97/21183	06/12/1997	WIPO				In English

Other Documents (include Author, Title, Date, and Place of Publication)		
Examiner Initial	Desig. ID	Document
/lsw/	C1	AdForce, Inc., A Complete Guide to AdForce, Version 2.6, 1998
	C2	AdForce, Inc., S-1/A SEC Filing, May 6, 1999
	C3	AdKnowledge Campaign Manager: Reviewer's Guide, AdKnowledge, August 1998

Examiner Signature /Luke S. Wassum/	Date Considered 2 September 2009
--	-------------------------------------

EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Substitute Form PTO-1449 (Modified)	U.S. Department of Commerce Patent and Trademark Office	Attorney Docket No. 16113-1130001	Application No. 10/807,264
Information Disclosure Statement by Applicant (Use several sheets if necessary) (37 CFR §1.98(b))		Applicant Adam J. Weissman et al.	
		Filing Date March 24, 2004	Group Art Unit 2167

Other Documents (include Author, Title, Date, and Place of Publication)		
Examiner Initial	Desig. ID	Document
/lsw/	C4	AdKnowledge Market Match Planner: Reviewer's Guide, AdKnowledge, May 1998
↓	C5	Ad-Star.com website archive from www. Archive.org, Apr. 12, 1997 and Feb 1, 1997
↓	C6	Baseview Products, Inc., AdManagerPro Administration Manual v. 2.0, December 1998
↓	C7	Baseview Products, Inc., ClassManagerPro Administration Manual v. 1.0.5, February 1, 1997
↓	C8	Business Wire, "Global Network, Inc. Enters Into Agreement in Principle With Major Advertising Agency," Oct. 4, 1999
↓	C9	Information Access Technologies, Inc., Aaddzz brochure, "The Best Way To Buy And Sell Web Advertising Space," © 1997
↓	C10	Information Access Technologies, Inc., Aaddzz.com website archive from www. Archive.org, archived on Jan. 30, 1998
↓	C11	Zeff, R. et al., Advertising on the Internet, 2nd Ed., John Wiley & Sons, 1999
↓	C12	Dedrick, R., Interactive Electronic Advertising, IEEE, 1994
↓	C13	Dedrick, R., A Consumption Model for Targeted Electronic Advertising, Intel Architecture Labs, IEEE, 1995
↓	C14	Request for Reexamination of U.S. Patent No. 7,240,025 B2, Control No. 95/001,073
↓	C15	Request for Reexamination of U.S. Patent No. 6,446,045 B1, Control No. 95/001,061
↓	C16	Request for Reexamination of U.S. Patent No. 7,249,059 B2, Control No. 95/001,069
↓	C17	Request for Reexamination of U.S. Patent No. 6,829,587 B2, Control No. 95/001,068

Examiner Signature /Luke S. Wassum/	Date Considered 2 September 2009
EXAMINER: Initials citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	